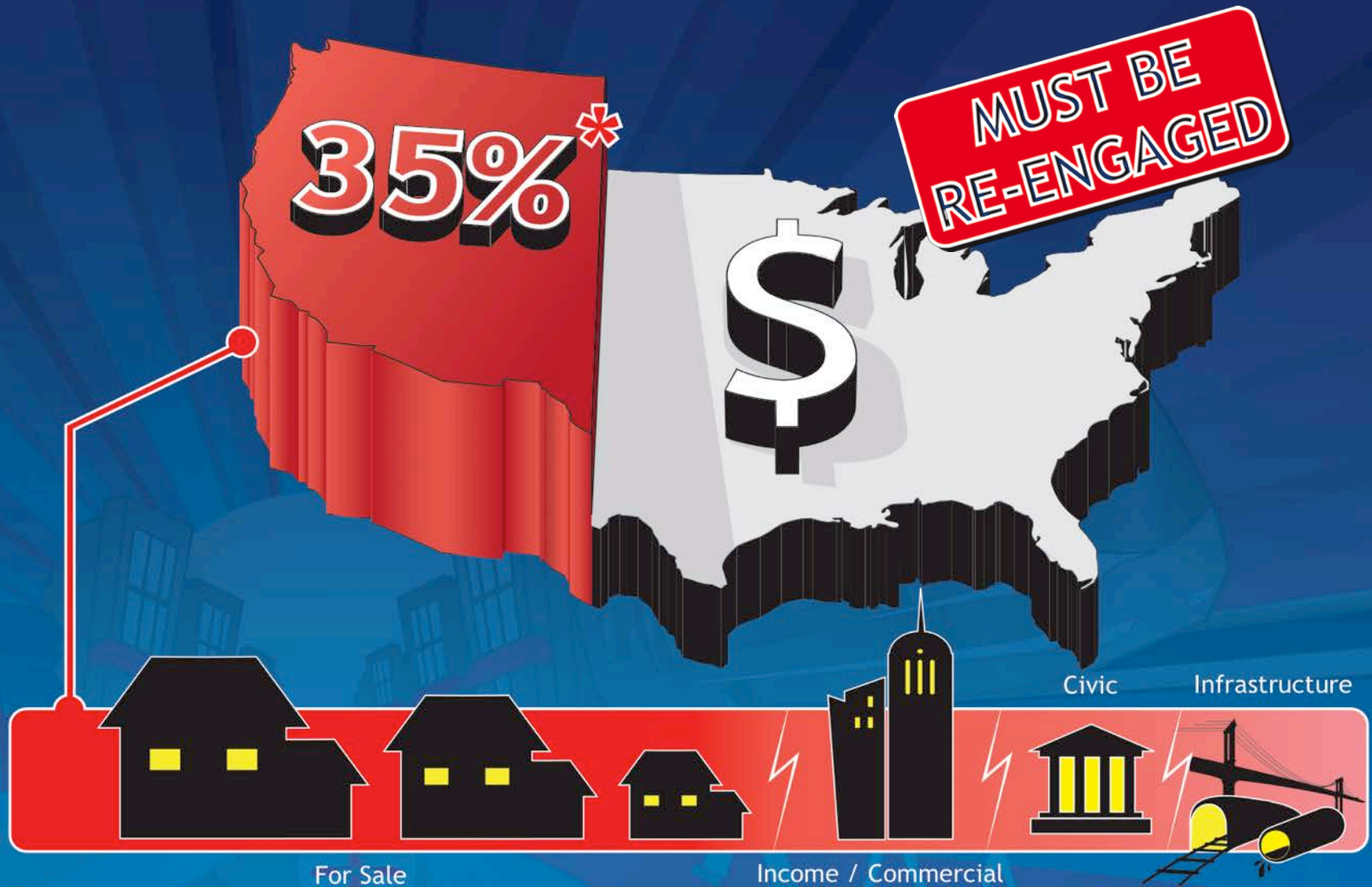


# WELCOME TO THE FUTURE.

Land Use & GHG Reduction



# BUILT ENVIRONMENT VS US ASSETS

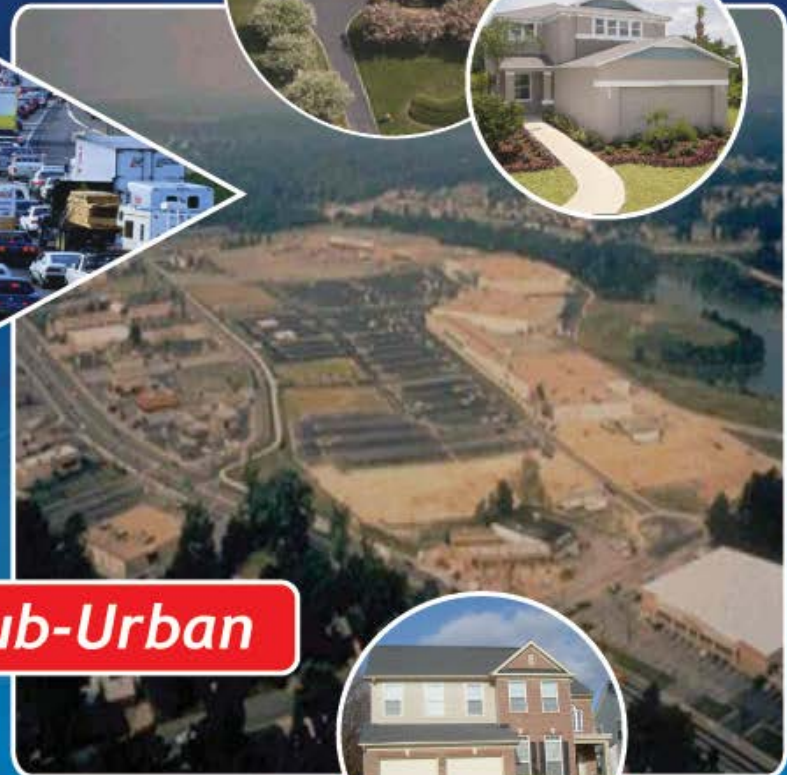




# TRANSPORTATION *DRIVES* DEVELOPMENT

We first build our transportation system  
and then it molds our metro regions

- Modification of Winston Churchill quote

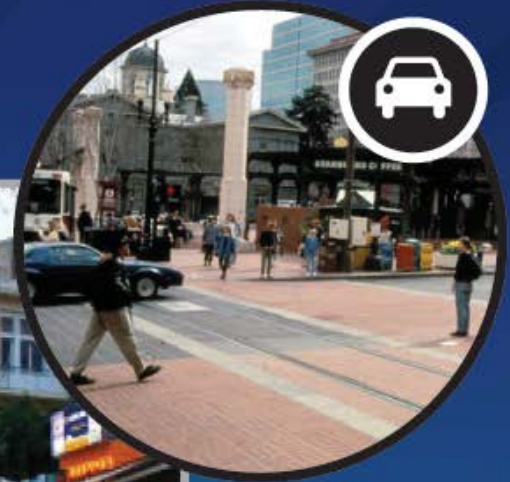


**Highways Only = Drivable Sub-Urban**





# TRANSPORTATION *DRIVES* DEVELOPMENT



**Multiple Modes = Walkable Urbanism**





**BUILT ENVIRONMENT** IS A *DIRECT REFLECTION*  
OF THE UNDERLYING ECONOMY

## AGRICULTURAL ECONOMY



1<sup>st</sup> Version of the American Dream... *40 Acres and a Mule*



2<sup>nd</sup> Version of the American Dream... *Drivable Sub-Urban*

# INDUSTRIAL ECONOMY



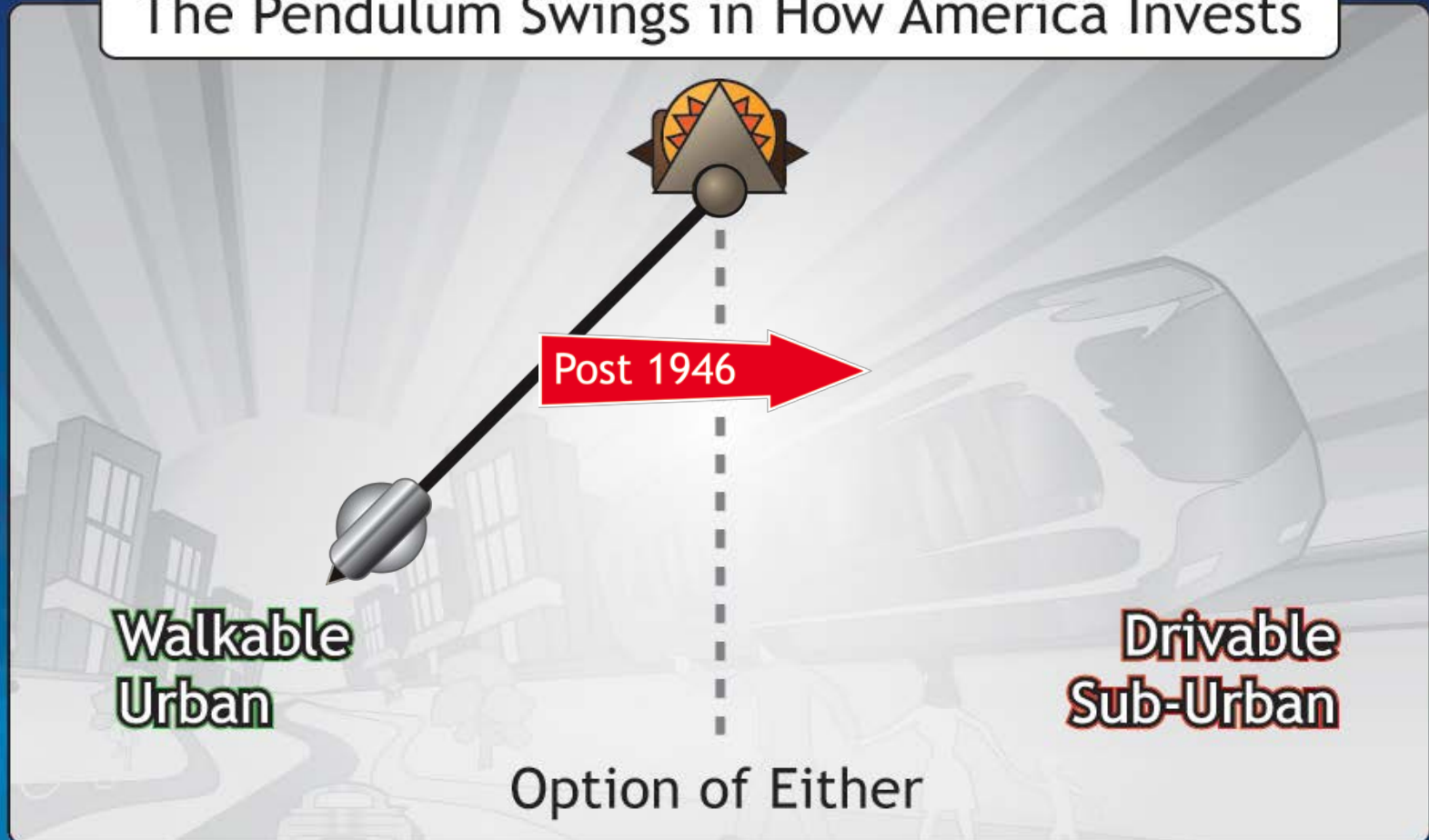
"See the USA in your Chevrolet"






# ONLY TWO GENERAL WAYS TO BUILD THE **BUILT ENVIRONMENT**

The Pendulum Swings in How America Invests



# Back to the Future—1955

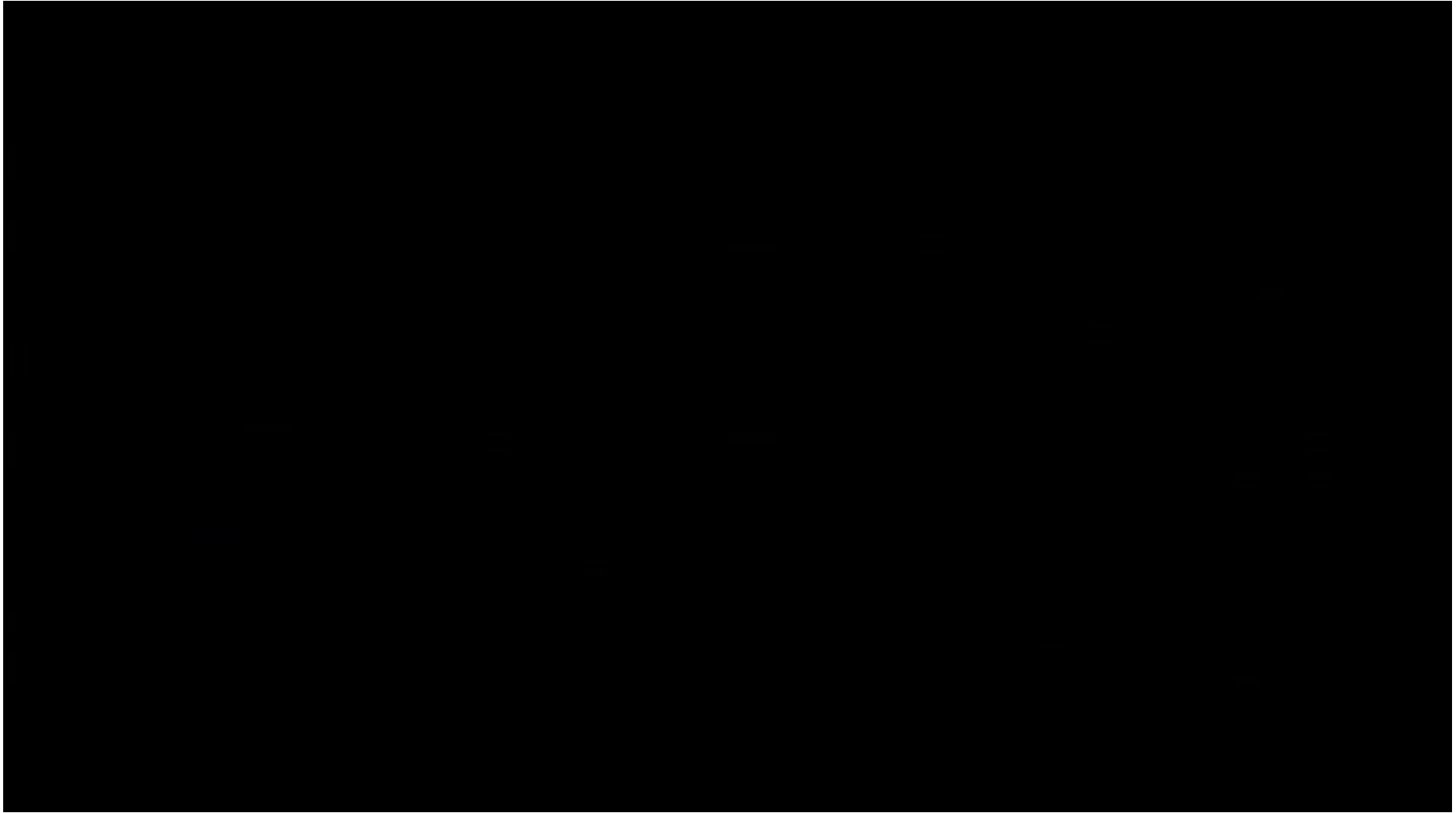
- 
1. 1955 Walkable Urban Place
  2. Center of Town Life
  3. Walking, car, bike and bus
  4. Size: Probably 25,000



# Seeds of Change in 1955



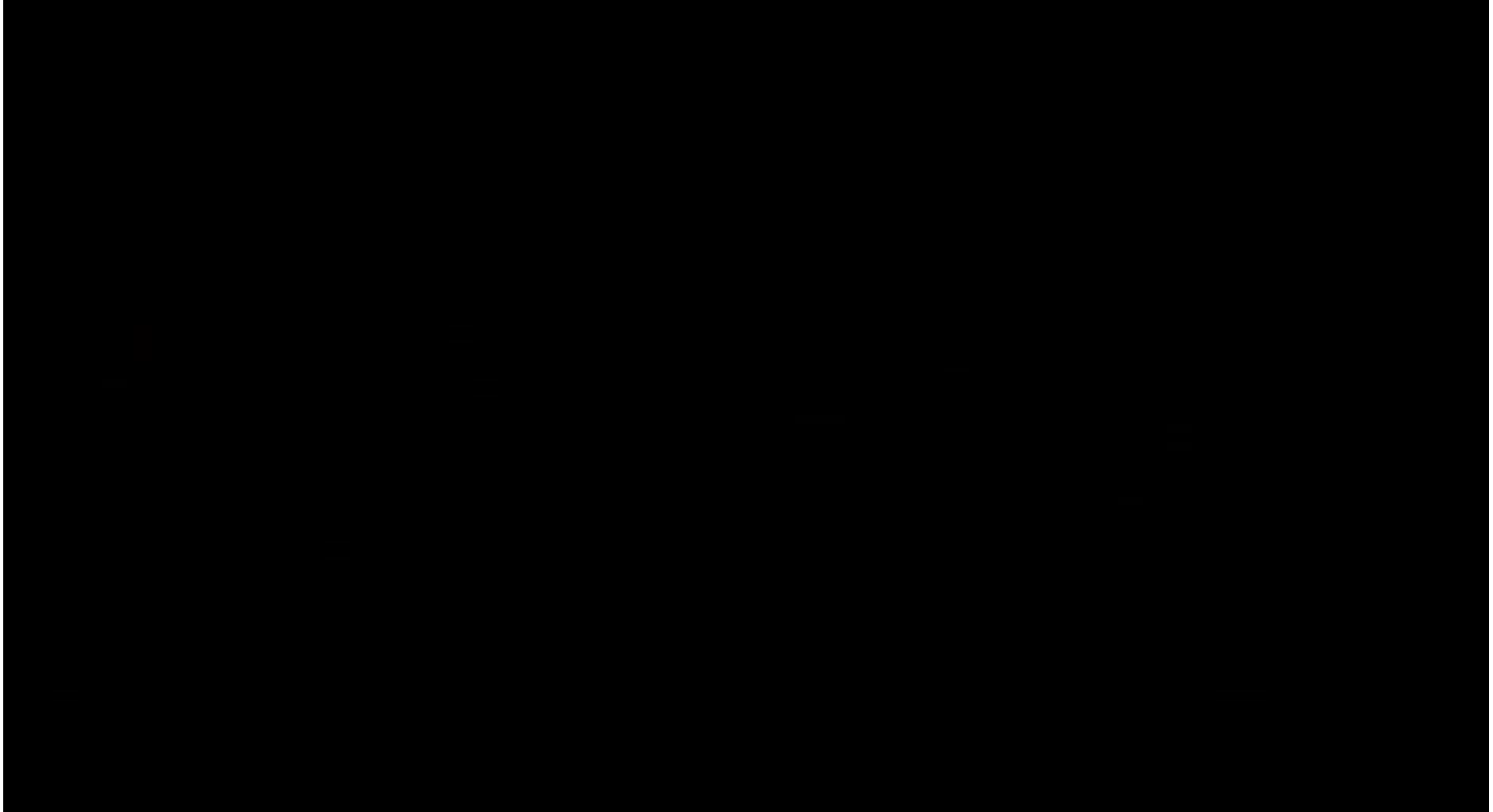
# Back to the Future—1985



1. X-rated theaters & homeless
2. Town square now parking lot
3. Nobody on street at night



# Back to the Future—1985



1. Regional mall is town center; named after what?
2. Big boxes in sea of asphalt
3. What happened for the 1<sup>st</sup> time *ever* in this scene

An aerial photograph of a large suburban housing development. The image shows a dense grid of small, uniform houses with reddish-brown roofs. The streets are winding and curvy, typical of a planned community. There are some larger commercial or industrial buildings at the bottom of the frame. The overall layout is highly organized and repetitive.

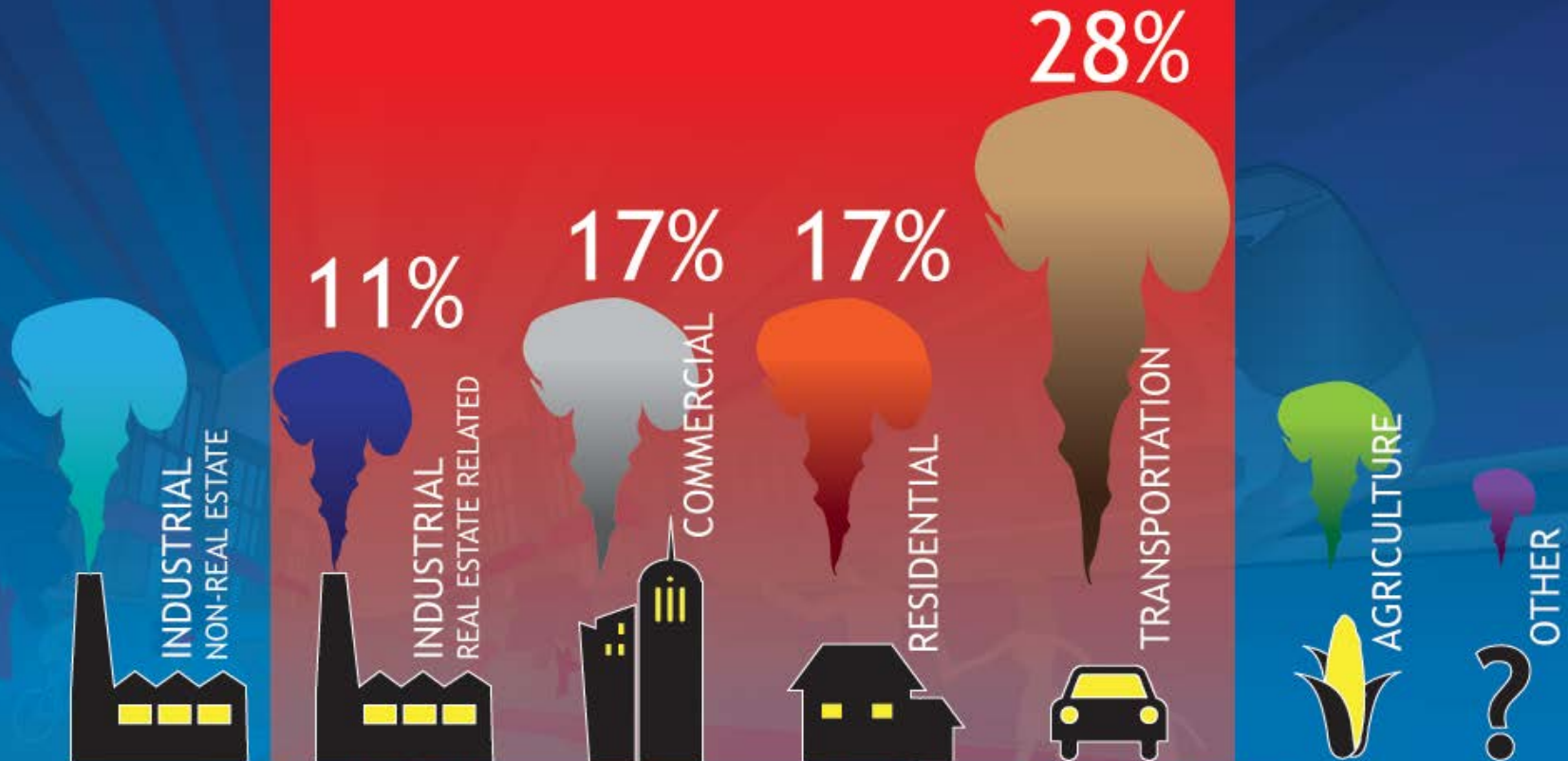
# 2<sup>nd</sup> Half of the 20<sup>th</sup> Century





# BUILT ENVIRONMENT'S GREENHOUSE GAS EMISSIONS & ENERGY USAGE

73%



As a leading oil producing state, why are we burning this incredibly valuable commodity?

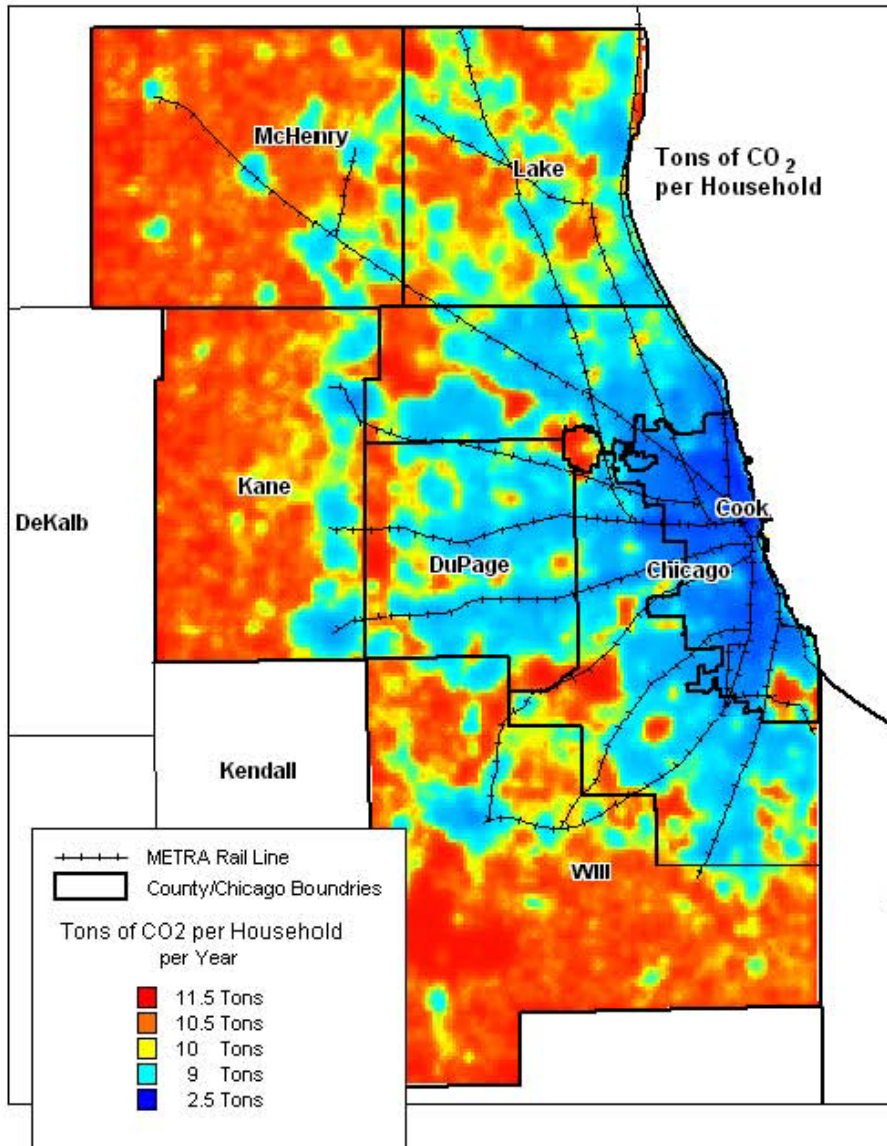


LOCUS: RESPONSIBLE REAL-ESTATE DEVELOPERS & INVESTORS



# Regional Carbon Emissions

## Chicago Metro Area



CO2 Per Household;  
Proxy for energy  
consumption

Source: Center for Neighborhood Technology,  
TravelMatters.com

# KNOWLEDGE/EXPERIENCE ECONOMY



3<sup>rd</sup> Version of the American Dream:  
*Option* of Walkable Urban OR Drivable Sub-Urban



# THE BEGINNING OF ANOTHER STRUCTURAL SHIFT

The Pendulum Swings in How America Invests





# Primary Reason for Market Demand for Walkable Urban Places ?

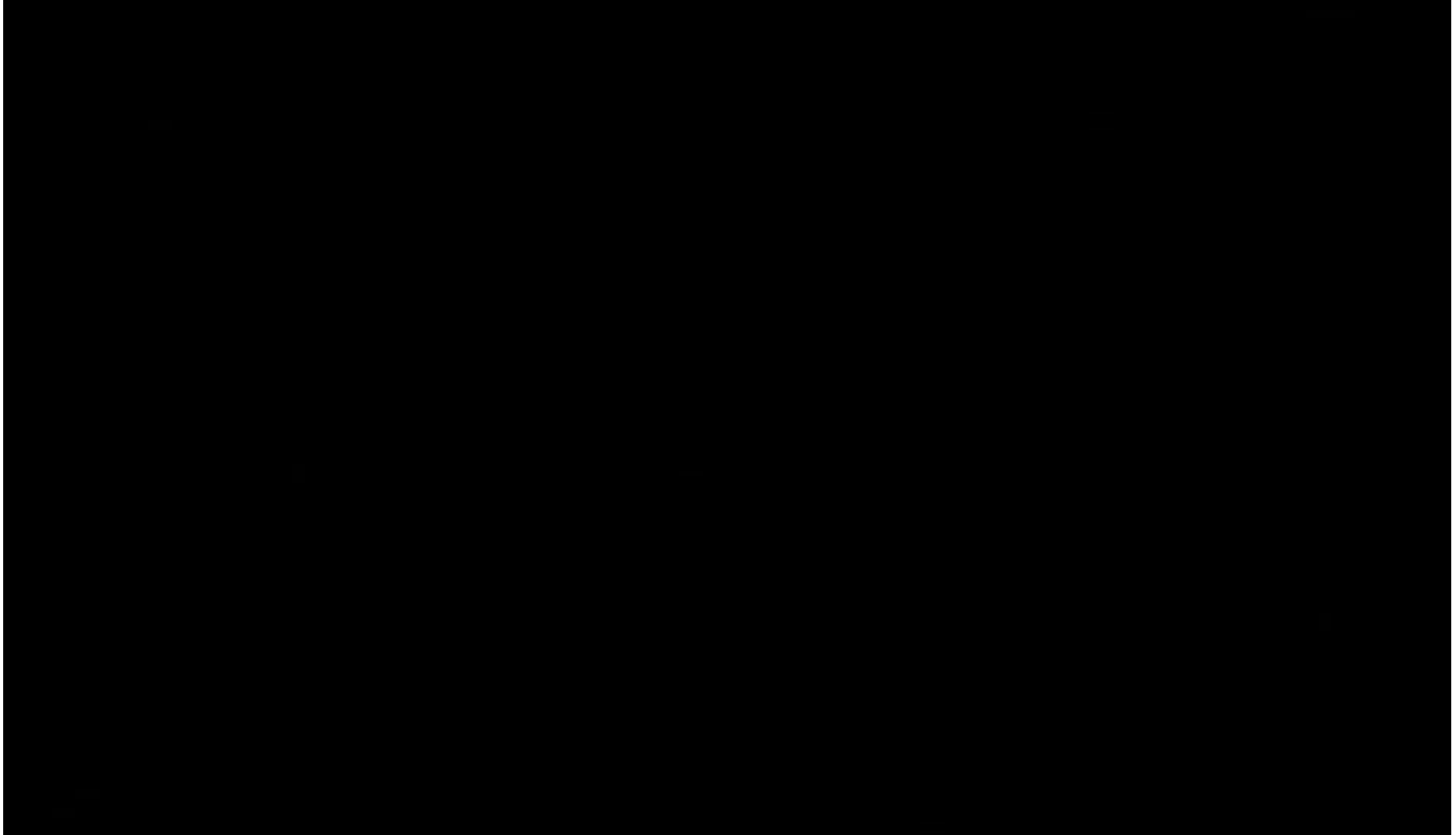
The Millennials:

*As Seen on TV!*

Television as a reflection of how we want  
to live...then and now

# I Love Lucy—January, 1957

Key Ideas: Great for children, fresh air, Jeffersonian agricultural ideal, “home” (starts in city)



# Seinfeld—1991

Key ideas: Single friends strolling in safety down a lively urban street, delayed marriage/child rearing



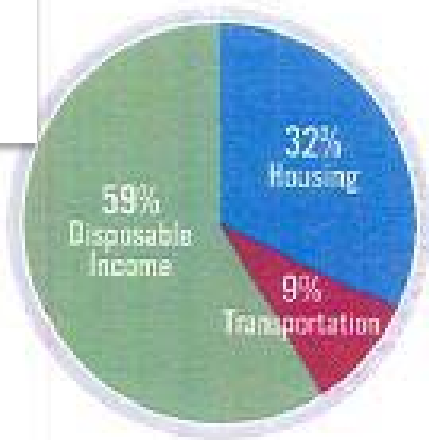


## Other Reasons for Market Demand for Walkable Urban Places

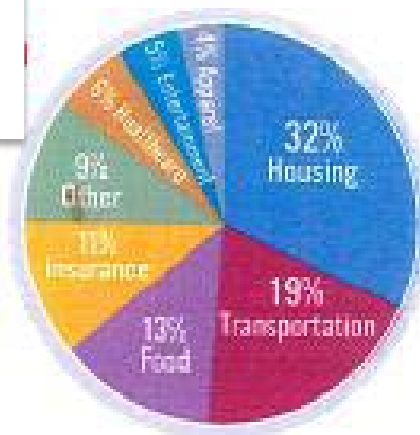
- Driven by Millennials
  - Baby Boomers have become empty nesters and soon retirees, starting in 2012 in big numbers
  - 50% of Households in 1950s w/children/50% w/no children; 25% w/children today/75% without → target WU market
- ONLY 14% of new households over next 20 years will have children/ 86% without
- Boredom with drivable sub-urbanism; “More is Less”
  - Creative Class demanding the option of urbanism
  - Expense of maintaining the household fleet of cars

# U.S. Household Spending on Transportation

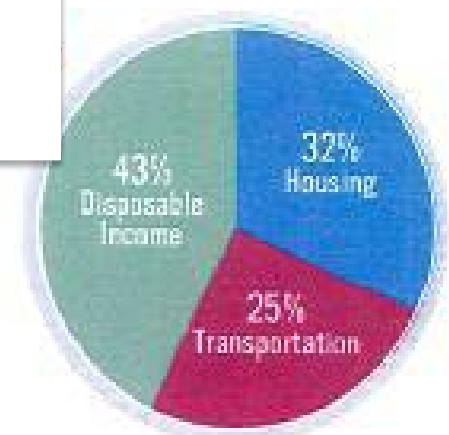
Walkable Urban HH



Average HH



Drivable Sub-urban HH

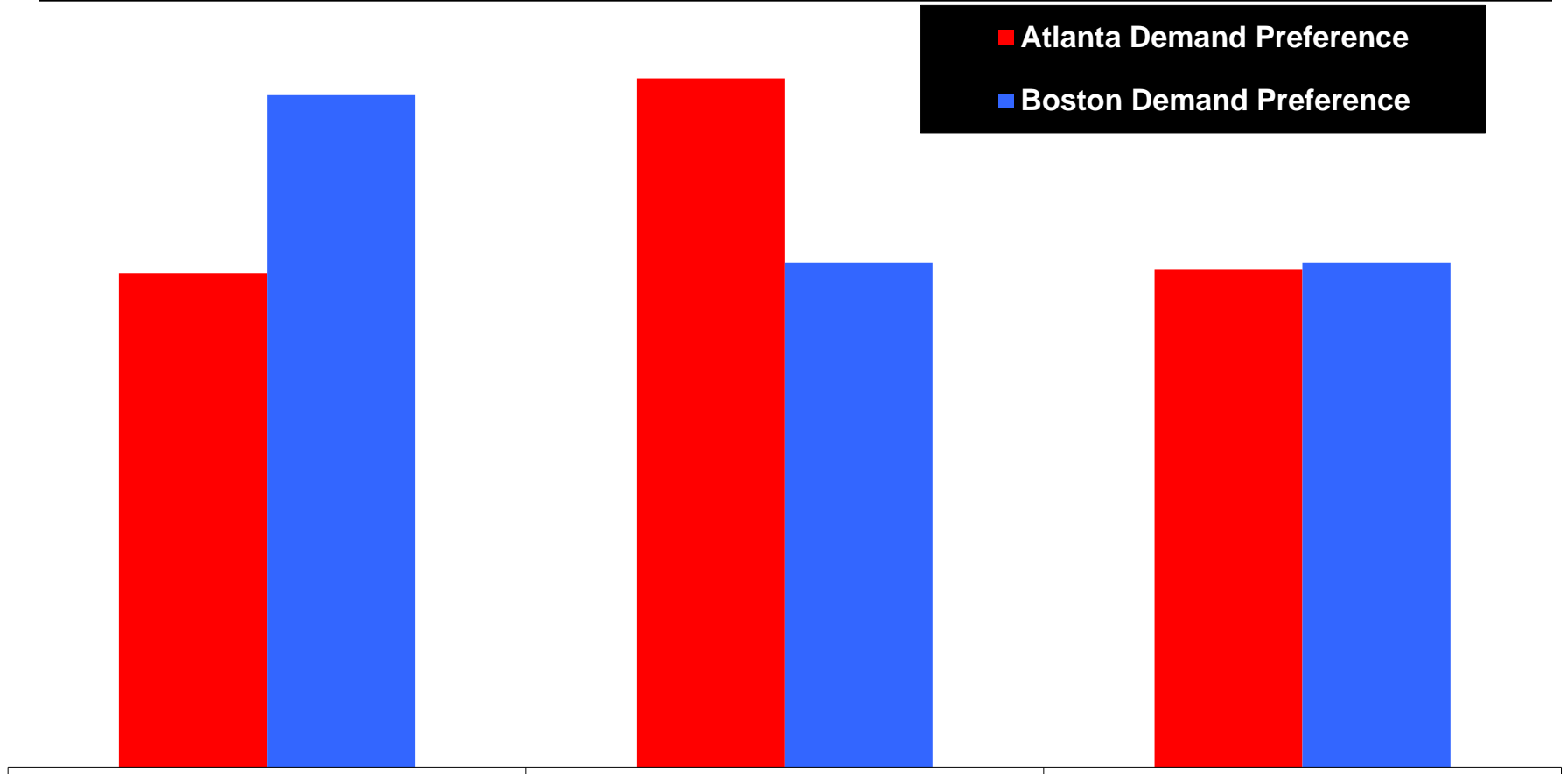


Source: Center for Neighborhood Technology

Get rid of one car from the household fleet: >\$100 K increase in mortgage carrying capacity

# Demand Preference

Source: Dr. Jonathan Levine, University of Michigan



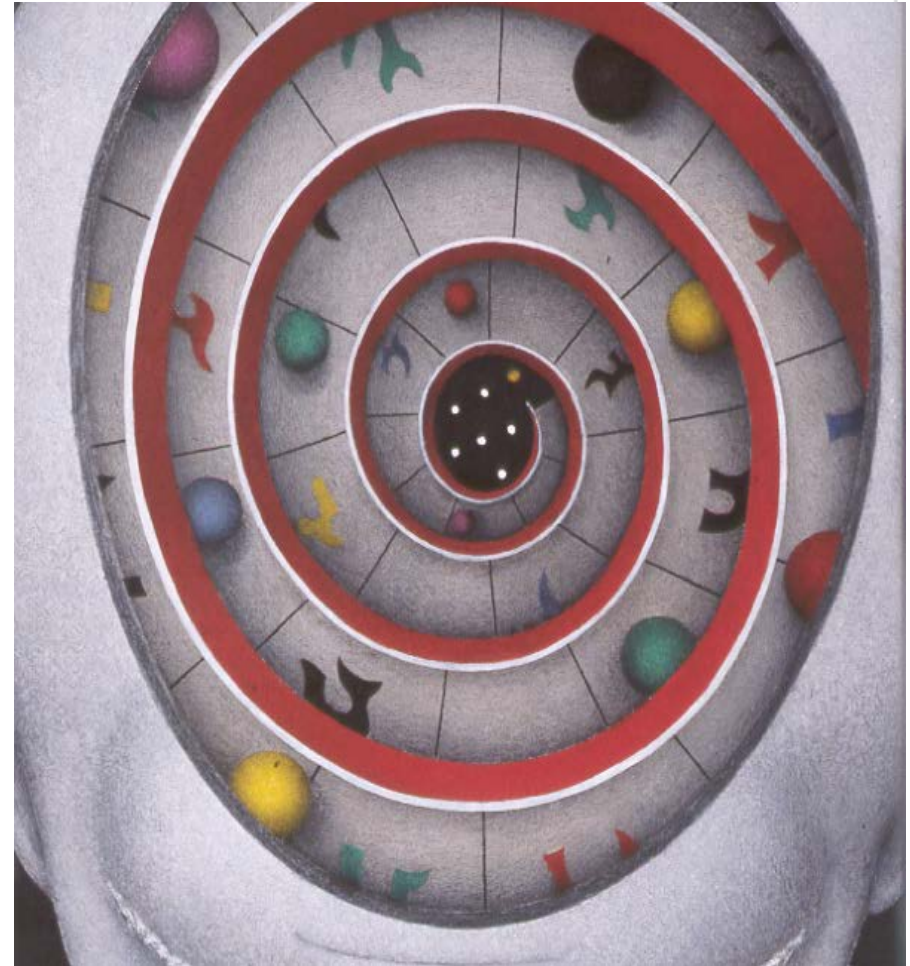
**Yet SUPPLY is far less = Pent-Up Demand**

Studies are nice...what about the facts on the ground? Initial study: 40-200% price/foot premium



# Smart Growth/Walkable Urban Places are Different & Complex to Manage

- Teaching a NASCAR Driver to be a Fighter Pilot
- Each New Element Adds Value to Existing Assets...*IF* within Walking Distance (1500-3000 feet)
- Creates a Special Place...and Significantly Greater Asset Values and Taxes=*More is Better*- → Upward Spiral
- Conscious Affordable & Workforce Housing Policy Required



# Regional-serving Walkable Urban Places: 5 Types

- Traditional Downtowns (San Diego, Denver, Downtown NYC, Seattle, Chattanooga, DC, etc.)
- Downtown Adjacent (Dupont Circle, West End (DC), Atlantic Station, Midtown Atlanta, etc.)
- Suburban Town Center (Pasadena, Santa Monica, Beverly Hills, Palo Alto, Mountain View, Redmond, White Plains, Stamford, etc.)
- Suburban Redevelopment (Ballston, Friendship Heights, Belmar, Santana Row, etc.)
- Suburban Green Field (Valencia Town Center, Reston Town Center, new generation of lifestyle centers, etc.)

# Existing and Emerging Walkable Urban Places

Metro Washington

23 Existing and 13 Emerging  
VS Two 20 years ago

4-6 Places Per MM of Population



# Traditional Downtown: Washington D.C.





# Downtown Adjacent: West End of DC



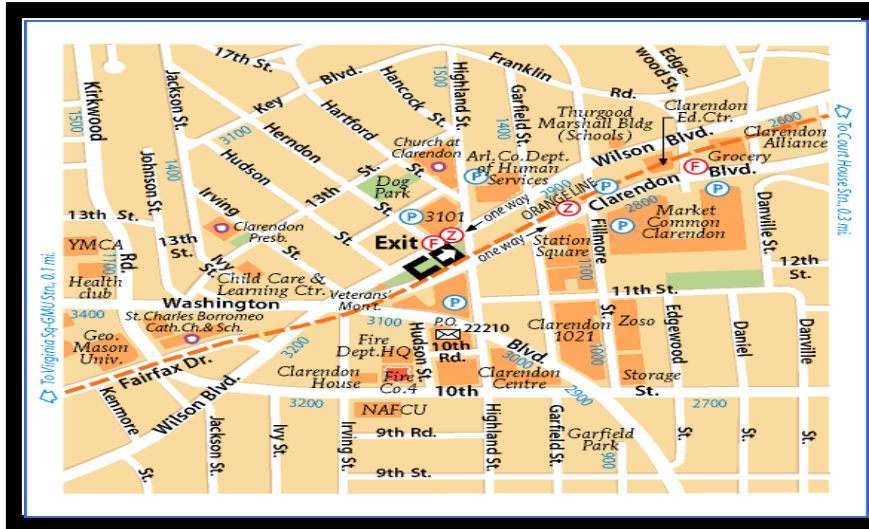


# Suburban Town Center: Bethesda, MD





# Suburban Redevelopment: Clarendon, Arlington, VA





# Future Downtown White Flint, MD



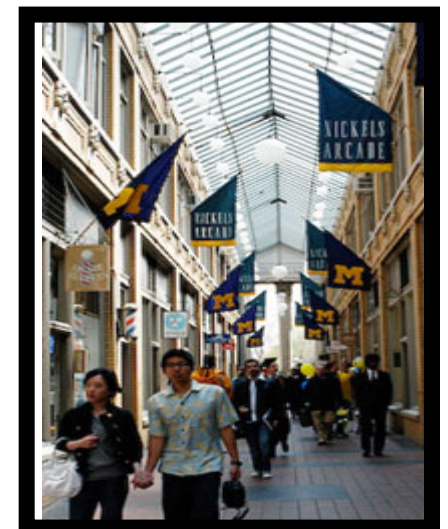


# Suburban Green Field: Reston Town Center – Reston, VA





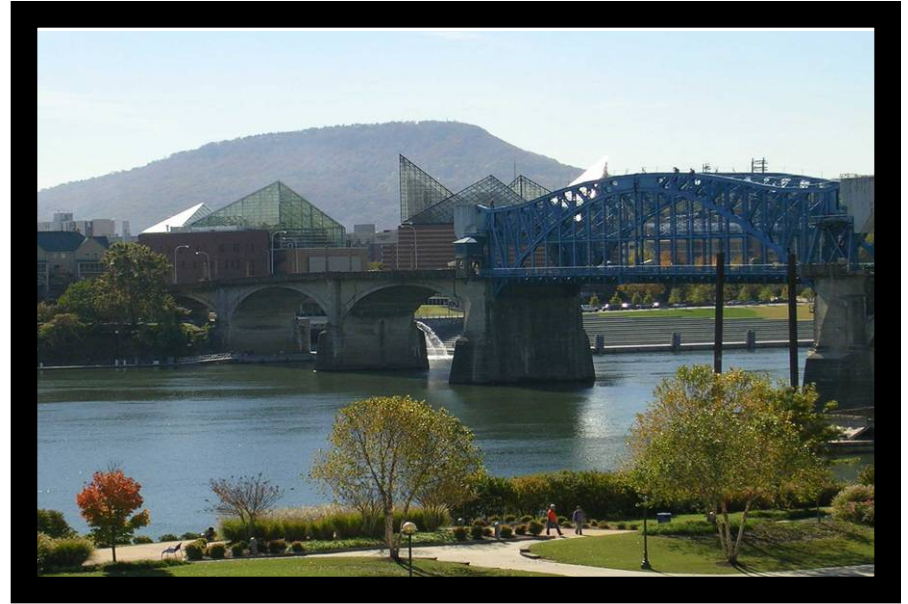
# Downtown, Kerrytown & State Street, Ann Arbor, MI



Metro Area—356,000



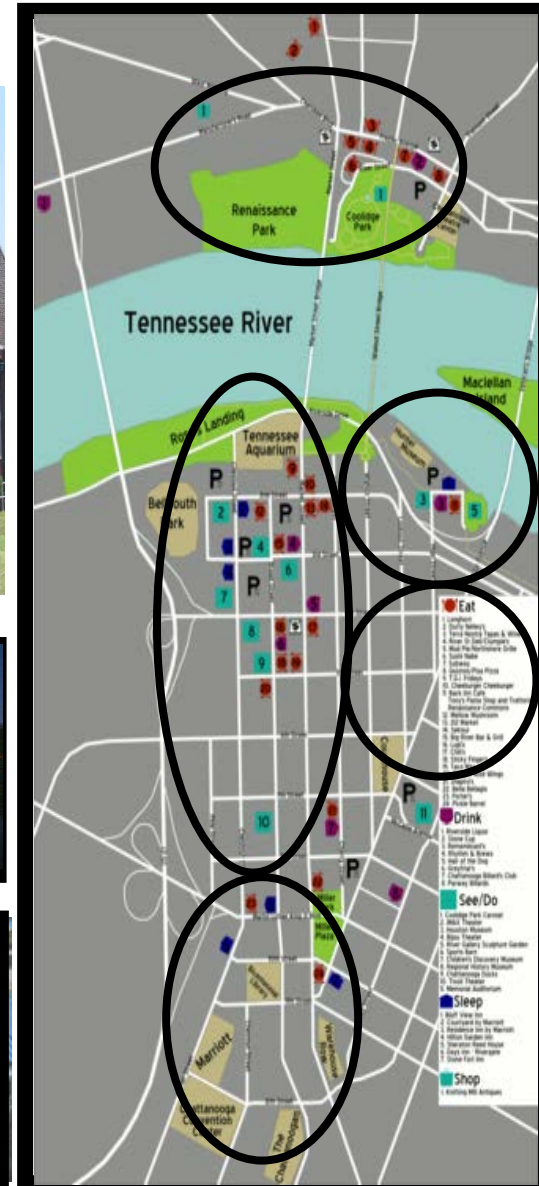
# Downtown Chattanooga, TN



Metro Area—515,000



# Downtown Adj: UTC, Arts District, North Shore & Southside







## Transformation of the Suburbs Via Italia—Lakewood, CO: Circa 1970





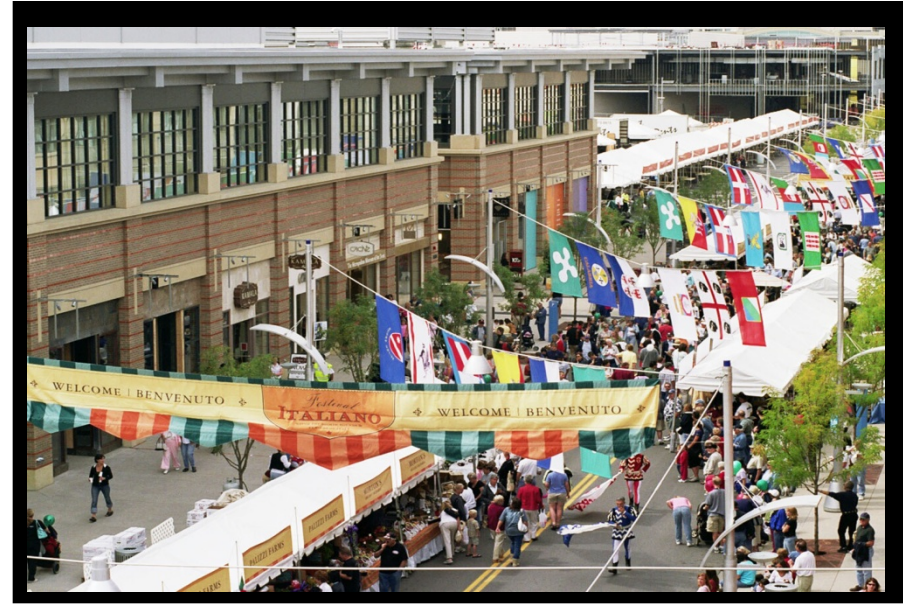


Belmar-Lakewood, CO: Circa 2006

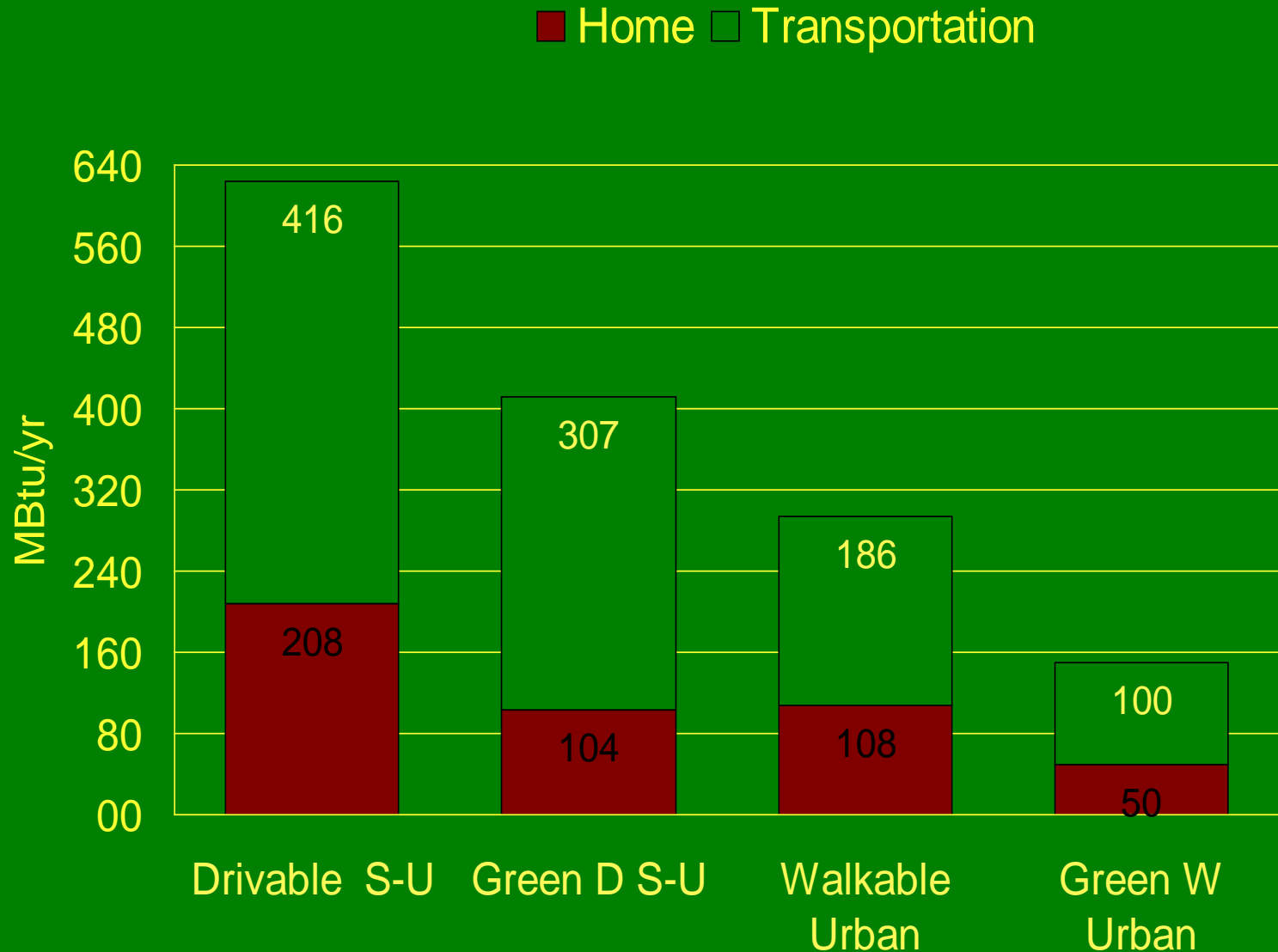




# Suburban Redevelopment: Belmar – Lakewood, CO



# How We Build Matters...very much



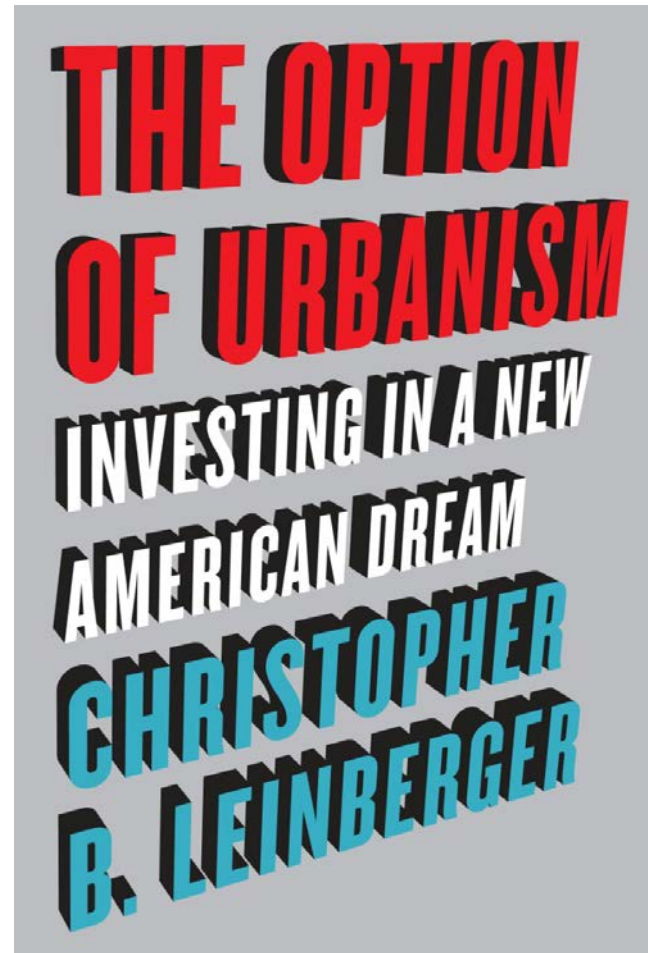


# Plan A Smart Growth Future

**The Best Way of Reducing GHG  
Emissions Follows**

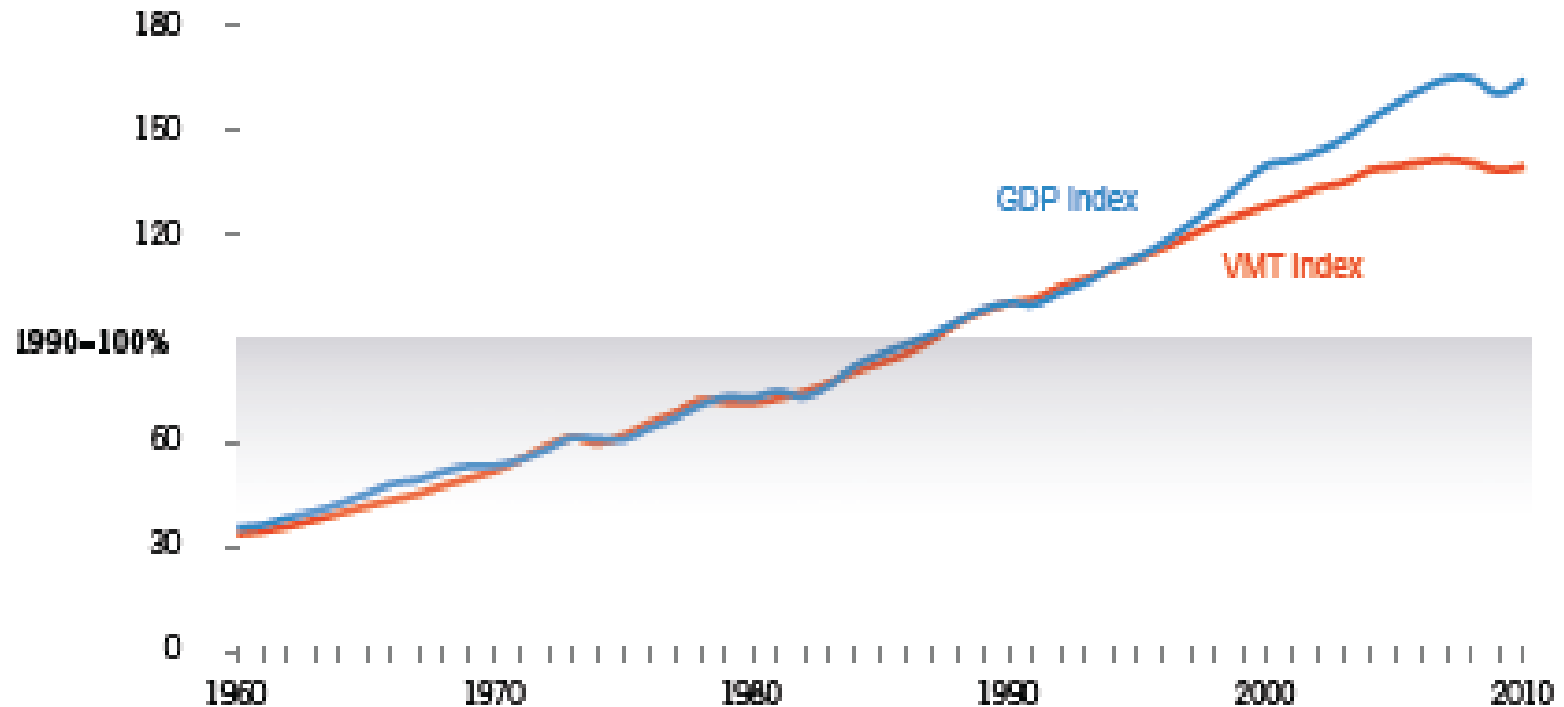
# References

- *The Option of Urbanism; Investing in a New American Dream*, Island Press, 2008
- *The Next Slum?*, The Atlantic Monthly, March, 2008 ([www.theatlantic.com](http://www.theatlantic.com))
- *Here Comes the Neighborhood*, The Atlantic Monthly, June, 2010 ([www.theatlantic.com](http://www.theatlantic.com))
- *The Next Real Estate Boom*, Washington Monthly, November, 2010 (<http://www.washingtonmonthly.com>)





# GDP VS VMT Growth: Disconnect after all these years

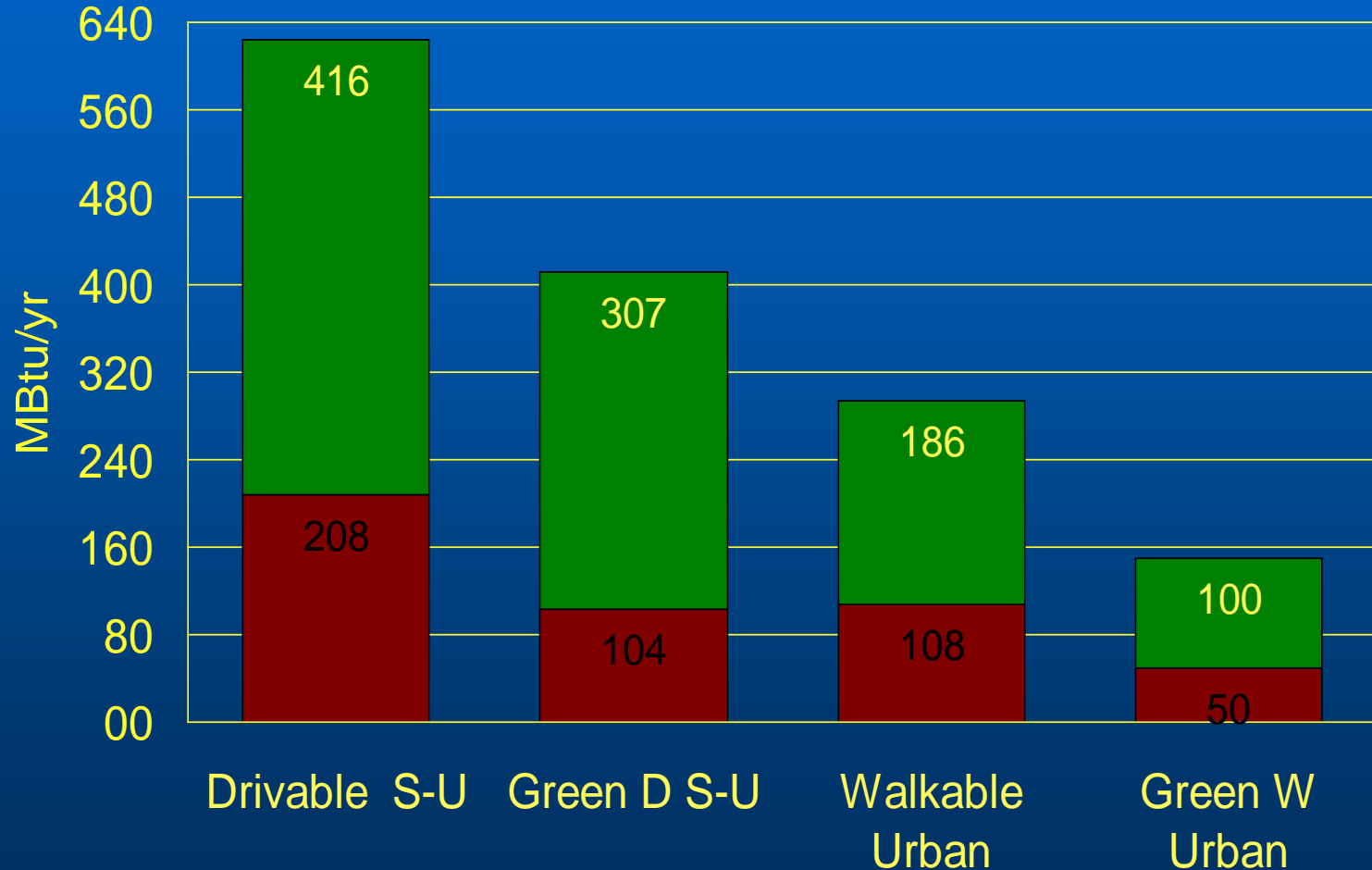


Data Sources: VMT: US DOT, BTS, Table 1-32: US Vehicle Miles, FHWA Traffic Volume Trends August 2010. GDP: BEA National Income and Product Account Table, Table 1.1.6 Real GDP, Chained (2005) Dollars

Knowledge Economy requires fewer  
car/truck trips

# How We Build Matters: Total Energy Consumption Per Household (Green Manhattan thesis)

■ Home ■ Transportation



Source: Energy Information Agency Table 2.1a

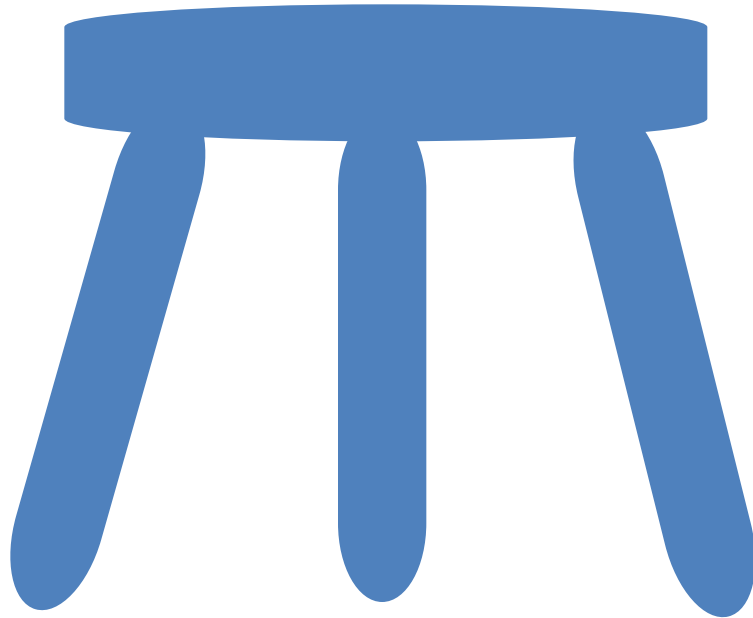


# Developing Walkable Urban Places

1. Determine where walkable urban places (TOD or transit-ready) could or should be
2. Draw boundaries (50-400 acre) and start visioning/strategy process → overlay zoning
3. Management organization (city, indigenous non-profit, imported non-profit, for-profit); missing level of governance
4. NIMBYs become YIMBYS
5. City land contribution/land assemblage
6. Infrastructure focus in CIP
7. *Private/Public* initiative

# Place Making is a Three-Legged Stool

Walkable Urban Place



Public Sector

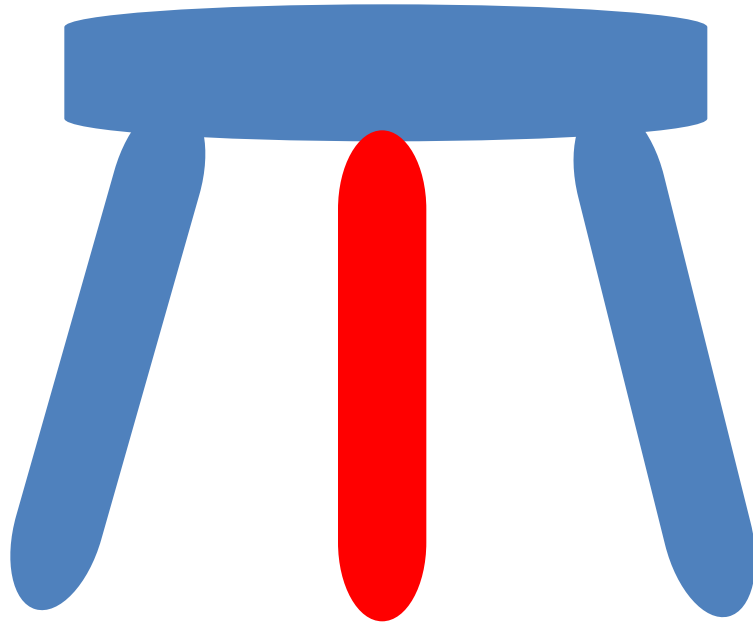
Place  
Management

Private Sector



# Place Making is a Three-Legged Stool

Walkable Urban Place



Public Sector

**Place  
Management  
is KEY**

Private Sector

# Baton Rouge/New Orleans TO-DO List

- Where will the walkable urban/transit-ready/TOD places be? BR: Dtn, LSU + 3-4 more
- Wake up to the need for rail transit (NO→BR, streetcar & light rail)...get transit-ready
- Local sales tax ballot measure (70%/83%)
- Place management, like NO Downtown Development District
- Senator Landrieu & Vitter support needed
- Work with LOCUS: Responsible Real Estate Developers and Investors (affiliated Smart Growth America & working w/ULI D.C.)

# References & Contacts

- *The Option of Urbanism; Investing in a New American Dream*, Island Press, 2008
- *The Next Slum?*, The Atlantic Monthly, March, 2008 ([www.theatlantic.com](http://www.theatlantic.com))
- *Here Comes the Neighborhood*, The Atlantic Monthly, June, 2010 ([www.theatlantic.com](http://www.theatlantic.com))
- *The Next Real Estate Boom*, Washington Monthly, November, 2010 (<http://www.washingtonmonthly.com>)

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# Downtown Greenville, S.C.



Metro Area--614,000